To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Ahiabuike, Anthony E., Darcy, Joe F., Mirabal, Lawrence, Shaw, Rusty R., Beasley, Scott A., Bothe, James M., Roll, Linda, Williams, Donald J., Piscitelli, J, 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU, Forrey, Linda, Moulton, G, Thomas, E F., Deese, David, Barney, Kevin, Tanchyk, R, Fricke, R H., Zecca, Anthony, Schwalm, S, Burrows, Robert, Sirianni, Suzanne M., Letourne, Paul, 1110 - Boston ROU(PROVENL), Diciero, John P., Santiago, Julio R., Leonard, Michal K., Wolking, W, Borjeson, John, Payne, Jennifer, Jackson, A, Smith, Richard A., Jurgensen, Kurt T., Feltman, John P., Brandt, Kevin E., Leonard, John M., Kight, Earl, Ferencak, Cynthia L., Kavanagh, John P., Gambardella, Mark R., Norris, Chuck H., Figueroa, David A., Agner, Edward, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Eckardt, Diane C., Krumlauf, Phillip K., Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Roth, Karl L.
From: Kuruc, Nick
Posted: 8/27/97 13:40
Opened: 8/27/97 13:40
Subject: APD Instillation - Hess Mart

mgm

RE: Chain ID's 0353-03-01 through 08

The following new displays will be shipped beginning Friday, August 29 to all Hess Mart Locations:

> APD 3 for front counter (16 total facings, wrap configuration)
> 9 wide DORAL Display w/Enhanced Sign to be placed on backbar for DORAL and SIGNATURE. SIGNATURE should be placed on the bottom shelf.

Displays will be shipped directly to stores. Hess Headquarters will be sending a bulletin stressing the importance of holding the displays for RJR, and working with our Retail Representatives to place displays in the correct manner.

Please communicate any problems to me at voice mail 43778.

8/29

Nick — How many total facings will we have? 9/2
Mark

32

51850 5966

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